

Rep Order# 8882978 Ver# 1 Status New
EC'd No

Traffic Order#

65730

Printed: 10/15/2012 11:12 AM
Last Received: 10/15/2012 10:52 AM
Showing Buylines: All Lines

1 of 3

Station KTVX-TV SALT LAKE CITY
Advertiser () CENTER FORWARD
Product CENTER FORWARD
Estimate# 2072
Buyer Spencer Wood
Phone#
Fax#

Agency () WATERFRONT STRATEGIES
3050 K ST NW, SUITE 100
WASHINGTON, DC 20007
Agency C/P1/P2/E 96/102/2072
Flight Dates 10/16/2012 - 10/22/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JAN FOX
Salesperson Phone# 202-872-8880
Salesperson FAX# 202-872-9063

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER PLS CONFIRM
FLIGHT DATES ARE 10/16-10/22

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	6A-630A	GOOD MORNING UTAH-6AM	:30	\$250.00	10/16-10/19	3	1	3	\$750.00	
	2	SU	6A-7A	GOOD MORNING AMERICA SUNDAY	:30	\$175.00	10/21-10/21	1	1	1	\$175.00	
	3	TU-F	630A-7A	GOOD MORNING UTAH-630AM	:30	\$250.00	10/16-10/19	3	1	3	\$750.00	
	4	TU-F	11A-12P	THE VIEW	:30	\$300.00	10/16-10/19	2	1	2	\$600.00	
	5	TU-F	1P-2P	GENERAL HOSPITAL	:30	\$200.00	10/16-10/19	4	1	4	\$800.00	
	6	TU-F	2P-3P	ANDERSON COOPER	:30	\$400.00	10/16-10/19	1	1	1	\$400.00	
	7	TU-F	3P-4P	ELLEN	:30	\$400.00	10/16-10/19	4	1	4	\$1,600.00	
	8	TU-F	430P-5P	ABC4 NEWS @ 430P	:30	\$400.00	10/16-10/19	1	1	1	\$400.00	
	9	SA	5P-530P	ABC4 NEWS-5P SAT	:30	\$400.00	10/20-10/20	1	1	1	\$400.00	
	10	SU	5P-530P	ABC4 NEWS-5P SUN	:30	\$400.00	10/21-10/21	1	1	1	\$400.00	
	11	SA	5P-930P	NASCAR SPRINT: CHARLOTTE	:30	\$750.00	10/20-10/20	1	1	1	\$750.00	

16-5 15B P3 gun wild and new p w

Station KTVX-TV SALT LAKE CITY
 Advertiser () CENTER FORWARD
 Product CENTER FORWARD
 Estimate# 2072
 Buyer Spencer Wood
 Phone#
 Fax#
 Agency () WATERFRONT STRATEGIES
 3050 K ST NW, SUITE 100
 WASHINGTON, DC 20007
 Agency C/P1/P2/E 96/102/2072
 Flight Dates 10/16/2012 - 10/22/2012
 Hiatus Weeks
 Rep Firm
 Sales Office () WASHINGTON
 Salesperson () JAN FOX
 Salesperson Phone# 202-872-5880
 Salesperson FAX# 202-872-0263

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	12	TU-F	6P-630P	ABC 4 NEWS AT 6P	:30	\$500.00	10/16-10/19	4	1	4	\$2,000.00	
	13	SA	6P-9P	ABC COLLEGE FTBL-PRIME	:30	\$1,200.00	10/20-10/20	1	1	1	\$1,200.00	
	14	TU-F,M	630P-7P	TWO & A HALF MEN	:30	\$750.00	10/16-10/22	2	1	2	\$1,500.00	
	15	TH	8P-9P	GREY'S ANATOMY	:30	\$4,000.00	10/18-10/18	1	1	1	\$4,000.00	
	16	TU-F	10P-1035P	ABC 4 NEWS AT 10PM	:30	\$900.00	10/16-10/19	1	1	1	\$900.00	
	17	M	1P-2P	GENERAL HOSPITAL	:30	\$200.00	10/22-10/22	1	1	1	\$200.00	
	18	M	3P-4P	ELLEN	:30	\$400.00	10/22-10/22	1	1	1	\$400.00	
	19	M	6P-630P	ABC 4 NEWS AT 6P	:30	\$500.00	10/22-10/22	1	1	1	\$500.00	

---REPORT TOTALS---
 Report Totals: 34 / \$17,725.00

---SALES MONTHLY TOTALS---
 Oct 12: 34 / \$17,725.00
 Sales Totals: 34 / \$17,725.00
 Station Totals: 34 / \$17,725.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---
 Market Totals \$72,942
 CABL 0% KAGZ 0% KJZZ 8% KENZ 0% KSL 30%
 KSTU 5% KTVX 24% KUCW 2% KUPX 0% KUTV 30%
 NTVX 0%

Rep Order# 8882978 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 10/15/2012 11:12 AM
Last Received: 10/15/2012 10:52 AM
Showing Buylines: All Lines

3 of 3

Station KTVX-TV SALT LAKE CITY
Advertiser () CENTER FORWARD
Product CENTER FORWARD
Estimate# 2072
Buyer Spencer Wood
Phone#
Fax#

Agency () WATERFRONT STRATEGIES
3050 K ST NW, SUITE 100
WASHINGTON, DC 20007
Agency C/P1/P2/E 96/102/2072
Flight Dates 10/16/2012 - 10/22/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JIAN FOX
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

Books null
Demos RA35+

Rep Order# 8882978 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 65730

Printed: 10/15/2012 12:39 PM
Last Received: 10/15/2012 12:33 PM
Showing Buylines: All Rep Revised Lines

1 of 2

OCT 15 2012

Station KTVX-TV SALT LAKE CITY
Advertiser () CENTER FORWARD
Product CENTER FORWARD
Estimate# 2072
Buyer Spencer Wood
Phone#
Fax#

Agency () WATERFRONT STRATEGIES
3050 K ST NW, SUITE 100
WASHINGTON, DC 20007
Agency C/P1/P2/E 96/102/2072
Flight Dates 10/16/2012 - 10/22/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JAN FOX
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

CANCL LN 11 ADD 20

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*11	SA	5P-930P	NASCAR SPRINT: CHARLOTTE	:30	\$750.00	10/20-10/20	0	0	0	\$0.00	
	Sales Remark: V3 CANCL NO NASCAR											
	V3 Comment Changed, Spots/week Changed											
	*20	SA	10A-5P	Buyline Comment: COLLEGE FOOTBALL ROTATOR	:30	\$750.00	10/20-10/20	1	1	1	\$750.00	
	Sales Remark: V3 MKG FOR LN 11											
	V3 Added											

---REPORT TOTALS---

Report Totals: 1 / \$750.00

---SALES MONTHLY TOTALS---

Oct 12: 34 / \$17,725.00
Sales Totals: 34 / \$17,725.00
Station Totals: 34 / \$17,725.00
Lines not sent/rcld/rtn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$72,942 CABL 0% KAGZ 0% KJZZ 8% KPNZ 0% KSL 30%

Rep Order# 8882978 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 65730

Printed: 10/15/2012 12:39 PM
Last Received: 10/15/2012 12:33 PM
Showing Buylines: All Rep Revised Lines

2 of 2

Station KTVX-TV SALT LAKE CITY
Advertiser () CENTER FORWARD
Product CENTER FORWARD
Estimate# 2072
Buyer Spencer Wood
Phone#
Fax#

Agency () WATERFRONT STRATEGIES
3050 K ST NW, SUITE 100
WASHINGTON, DC 20007
Agency C/P1/P2/E 96/102/2072
Flight Dates 10/16/2012 - 10/22/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JAN FOX
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

KSTU	5%	KTVX	24%	KUCW	2%	KUPX	0%	KUTV	30%
NTVX	0%								

Books null
Demos RA35+